

APPROVAL SHEET

This graduate thesis entitled “**THE CONTEXTS, LEGITIMIZING STRATEGIES AND THEIR EMOTIVE EFFECTS IN PHILIPPINE POLITICAL ADVERTISEMENTS**” prepared and submitted by **Francis Harris A. Abangan** in partial fulfillment of the requirements for the degree of **MASTER OF ARTS IN APPLIED LINGUISTICS** has been examined and is recommended for acceptance and approval for ORAL EXAMINATION.

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Abstract

This study analyzed the contexts, and the legitimizing strategies and their emotive effects in Philippine political advertisements. It also presented how the ads were translated into actual votes. The study covered nine (9) presidential candidates last 2010 national elections. A single ad from each candidate was randomly selected from the internet. A qualitative-descriptive method was used to treat the data. The substance, modes and paralanguage were analyzed. Deontic modals were prevalent as legitimizing strategies. The idea of hope and the need for change were potent emotive effects. The actual votes showed that 'name recall' and 'image buildup' made a big difference in a candidate's election success. All these concepts could extend our understanding of political-linguistic perspectives in Philippine elections.

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